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WHAT IS CLAIMED IS:

- For use with a portable cell phone, a proximity
 regulation system, comprising:
- a location sensing subsystem configured to determine a
- 4 location of said portable cell phone proximate a user; and
- a power governing subsystem, coupled to said location
- 6 sensing subsystem, configured to determine a proximity transmit
- 7 power level of said portable cell phone based on said location.
 - 2. The proximity regulation system as recited in Claim 1 wherein said proximity transmit power level is reduced when said location is within a vicinity of a user's head.
 - 3. The proximity regulation system as recited in Claim 1 wherein said proximity transmit power level is limited to a predetermined maximum level.
 - 4. The proximity regulation system as recited in Claim 1 wherein said proximity transmit power level is maximum when said portable cell phone is operating in a headset operation mode or
- 4 data transfer operation mode.

- The proximity regulation system as recited in Claim 1
 wherein said portable cell phone is located on a belt-clip of said
- 3 user.
- 6. The proximity regulation system as recited in Claim 1
 wherein said location sensing subsystem or said power governing
 subsystem is embodied in an integrated circuit.
 - 7. The proximity regulation system as recited in Claim 1 wherein said location sensing subsystem or said power governing subsystem is embodied in a sequence of operating instructions.
 - 8. The proximity regulation system as recited in Claim 1 wherein said location sensing subsystem determines said location by employing a sensor selected from the group consisting of:
 - a designated sensor,
 - a contact sensor,
 - a belt clip sensor, and
- 7 a cradle sensor.
- 9. The proximity regulation system as recited in Claim 1
 wherein said location sensing subsystem determines said location by
 ascertaining a mode of operation of said portable cell phone.

- 10. A method of operating a portable cell phone, comprising:
- determining a location of said portable cell phone
- 3 proximate a user;
- 4 providing a control signal based on said location; and
- determining a proximity transmit power level of said
- 6 portable cell phone based on said control signal.
 - 11. The method as recited in Claim 10 wherein said proximity
 - transmit power level is reduced when said location is within a
 - vicinity of a user's head.
 - 12. The method as recited in Claim 10 wherein said proximity transmit power level is limited to a predetermined maximum level.
 - 13. The method as recited in Claim 10 wherein said proximity transmit power level is maximum when said portable cell phone is operating in a headset operation mode or data transfer operation mode.
- 2 14. The method as recited in Claim 10 wherein said portable
- 3 cell phone is located on a belt-clip of said user.

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- 15. The method as recited in Claim 10 wherein said

 2 determining said location is performed by a location sensing

 3 subsystem embodied in an integrated circuit.
 - 16. The method as recited in Claim 10 wherein said determining a proximity transmit power level is performed by a power governing subsystem embodied in a sequence of operating instructions.
 - 17. The method as recited in Claim 10 wherein said determining a location employs a sensor selected from the group consisting of:
 - a designated sensor,
 - a contact sensor,
 - a belt clip sensor, and
 - a cradle sensor.
- 18. The method as recited in Claim 10 wherein said

 2 determining a location is performed by ascertaining a mode of

 3 operation of said portable cell phone.

19. A portable cell phone, comprising:

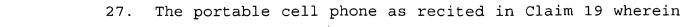
- 2 a power circuit that provides a network adjusted transmit
- 3 power level as a function of a position to a communications tower;
- and 4
- a proximity regulation system, including: 5
- a location sensing subsystem that determines a 6 location of said portable cell phone proximate a user; and
- a power governing subsystem, coupled to said 8
- location sensing subsystem, that determines a proximity
- transmit power level of said portable cell phone based on said 10
 - location.
 - The portable cell phone as recited in Claim 19 wherein 20. said proximity transmit power level is reduced when said location is within a vicinity of a user's head.
 - The portable cell phone as recited in Claim 19 wherein 21.
- 2 said proximity transmit power level is limited to a predetermined
- 3 maximum level.

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- 22. The portable cell phone as recited in Claim 19 wherein said proximity transmit power level is maximum when said portable cell phone is operating in a headset operation mode or data transfer operation mode.
- 23. The portable cell phone as recited in Claim 19 wherein said portable cell phone is located on a belt-clip of said user.
 - 24. The portable cell phone as recited in Claim 19 wherein said location sensing subsystem or said power governing subsystem is embodied in an integrated circuit.
 - 25. The portable cell phone as recited in Claim 19 wherein said location sensing subsystem or said power governing subsystem is embodied in a sequence of operating instructions.
 - 26. The portable cell phone as recited in Claim 19 wherein said location sensing subsystem determines said location by employing a sensor selected from the group consisting of:
- 4 a designated sensor,
- 5 a contact sensor,
- 6 a belt clip sensor, and
- 7 a cradle sensor.



- 2 said location sensing subsystem determines said location by
- 3 ascertaining a mode of operation of said portable cell phone.